

BREAD

THE BIG CONSERVATION LOAF

What It Contains:

Many are the inquiries we have daily from housekeepers for the formula used in producing Victor Bread.

We take pleasure in answering these requests personally, as we are always glad to assist our customers in every way we possibly can.

Thinking that it might be of interest to every housekeeper to know just how "Victor" is made, herewith follows a list of everything used in the production of the BIG QUALITY LOAF.

Spring Wheat Flour Pure Milk Cane Sugar	Pure Lard Salt Best Yeast Filtered Water
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These ingredients, backed by the scientific knowledge of how to combine them, together with the CLEANEST BAKERIES and the FINEST OVENS in the world, is the answer for Victor Quality.

The quality of the materials used in making Victor Bread and the science of combining them in their proper proportions insures its keeping qualities longer than any other.

Buy "VICTOR" Today for Breakfast Tomorrow

So far as we know, Victor is the biggest loaf for the price and the best value baked in these United States today.

SOLD ONLY IN OUR 1200 RETAIL STORES

The Best Butter is a Fitting Spread for the Best Bread

SPECIAL PRICES FOR 3 DAYS

"Louella" Butter, lb. 50^c

Louella is produced in the Richest Dairy Districts in the United States—without question the Best Butter made. Every Creamery in the country knows how discriminative we are. Every shipment must pass the scrutiny of an expert before it is distributed to our stores.

"Richland" Butter, lb. 45^c

Very choice creamery prints—a standard that compares favorably with some dealers' best. This butter is used in thousands of homes every day with entire satisfaction.

Yes, we are still selling those fine, big, meaty Eggs at 40^c doz.

American Stores Company

EVERYWHERE IN PHILADELPHIA

AND THROUGHOUT

PENNSYLVANIA, NEW JERSEY, DELAWARE, MARYLAND